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MYSHAPE® REVEALS ITS FASHION TRENDS AND TIPS FOR SUMMER 2009

Innovative Online Store Offers Fashions that Reflect Individual Personalities and Outfits For Every Shape and Budget to help Women Dress for Success

PASADENA, Calif. – (June 2, 2009) – myShape® (www.myshape.com), the Personal Shop on the web, already has summer on the calendar with fresh looks that are sure to fit and flatter right into fall! And even if the fiscal forecast is less than sunny, a few timeless summer looks might just deliver the polish needed to turn a ho-hum wardrobe into a powerful asset that works for you.

Patty Fox, myShape.com's Chief Creative Officer, Fashion Coordinator for the Academy Awards®, and best-selling author, makes the role of a great wardrobe perfectly clear: What you wear speaks volumes about who you are, how much you care about yourself and how much value you place on first impressions. "In today's market, every piece of the puzzle is important and looking your best can make or break your career. If an employer has to choose between someone who is well put together and someone who does not take her personal appearance seriously, the employer will choose the woman who exudes confidence and good taste every time," asserts Fox. While summer does pose some specific wardrobe challenges in that women are often unsure of how much, or how little coverage is appropriate, how to layer for overly air conditioned offices and how to wear summer's prints

without looking like someone who is headed to the beach, a few trend right updates are sure to clear things up!

Summer is the time to trade stuffy grey suits in for modern urban safari looks, white sportswear separates and to reach for prints and patterns inspired by the deep blue seas according to Fox. myShape's Urban Safari look combines subtle animal motifs, exotic and international prints and suiting and separates in nature's warmest tans, cream and brown shades. Summer whites are also big news and can be mixed with the safari looks for work or with denim for a more casual look. "This summer white is where it is at in wonderfully textured fabrics that can be mixed and matched for a head to toe white look that is sure to turn heads!" says Fox. Also at myShape are blouses, dresses and skirts that are in deep blue sea inspired prints and color mixes that are vivid enough to brighten any day but still sophisticated enough to become a key piece to wear with white or navy suit pieces.

With myShape's summer trend looks in hand, Fox offers these solutions for summer's trickiest issues: Layering is the key to avoid freezing in air conditioned offices and to making the most of some of summer's more revealing cuts. An urban safari jacket can be worn over a sleeveless print dress that when worn alone might be too revealing or too casual. Can't buy a whole new outfit? Merge your best fitting black pants with an animal motif print top and a safari jacket for an easy and inexpensive summer tweak. Wear a textured white jacket or cardigan over those same black pants for a modern, colorblocked look or over your favorite print dress for a crisp look. One print blouse or dress can extend your wardrobe in a big way! Consider wearing a deep blue sea inspired print blouse open over a colored knit top or wear it under a white jacket for pop. The lift you get from small changes will be easy on your pocketbook yet deliver the confidence and update you and your wardrobe need to sail through the summer!

ABOUT myShape.com

myShape® is the new Personal Shop for women on the web-an innovative women's fashion site that is changing the way women shop. myShape provides each member with her own Personal Shop™ filled with clothing choices that match her measurements, body shape and fashion and fit preferences. The Personal Shop and the ShapeMatch® system are protected by issued and pending international patents. The company is changing the metrics for retail online – myShape members buy more, return less and are more satisfied with their clothing purchases. myShape is outreaching to millions of women to provide them with an effortless way to shop for apparel that fits and flatters™. For more information go to <http://www.myShape.com>.